

Rordysee

PACIFIC FRUIT EXPRESS COMPANY

May News Letter

San Francisco, May 18, 1954

ALL P.F.E. EMPLOYEES:

P.F.E. Carloadings

	<i>1954</i>			<i>1953</i>		
	<u>PFE Cars</u>	<u>Foreigns</u>	<u>Total</u>	<u>PFE Cars</u>	<u>Foreigns</u>	<u>Total</u>
April	24,993	1,720	26,713	24,416	1,949	26,365
Jan.-April	111,531	7,936	119,467	115,896	10,212	126,108

Car Situation:

Supplies are ample in principal loading sections with indications of a satisfactory situation through May and into June.

Crop Conditions - Southern Pacific Territory.

Oregon loading consists principally of frozen foods, miscellaneous from Willamette Valley, and the "clean-up" movement of storage fruit from Medford. The new pear crop in Rogue River Valley was badly damaged by a heavy frost at the end of April. In Central California Salinas lettuce is in the peak of spring movement. Markets are holding up well and shipments are running around 300 daily, 73% going to vacuum pack compared with 45% last year. Kern County potatoes are under way with markets much more favorable than at this time last year. The proportion of the loadings moving via our parent lines is disappointing, however, particularly in view of the fact the Southern Pacific is operating the joint track this year. Employees contacting the shipping public are urged to make every effort to improve this situation. Porterville citrus shipments have commenced with prospects of increased movement over last year. In Southern California, citrus shipments are lighter than last year due to small sizes and lighter yield; however the movement will be steady, showing some increase as the month progresses. Carrots are moving in fair volume from Imperial Valley and cantaloupes started on the 12th. First shipments of cantaloupes moved from Yuma Valley May 9. Movement will be light during May. Tomato movement from F.C.delp. is nearing its close; also cantaloupes and watermelons, which have been doing very well, will stop when Yuma and Imperial get under way.

On T.&N.O. heavy rains and floods late in April caused considerable damage in Rio Grande Valley to cantaloupes, onions and miscellaneous vegetables; however movements from unaffected areas are in good volume.

Crop Conditions - Union Pacific Territory.

Idaho potato shipments are exceeding the movement of May last year, as was expected. Planting has been under way for some time and it appears acreage will not be less than last year. Onion acreage will be about the same as last year but the new crop may not produce the phenomenal yield of the past season.

Low temperatures were reported in Utah and Idaho on the 1st and 2nd of May, causing considerable damage to cherries, prunes and

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P.R. Cars	Foreigns	P.R. Cars	Foreigns	P.R. Cars	Foreigns	P.R. Cars	Foreigns
111,531	24,993	1,720	26,713	115,896	24,416	10,212	26,362
7,936	119,467	26,713	115,896	10,212	26,362	126,108	26,362

P.F.E. - Carolanians

ALL P.F.E. EMPLOYEES:

San Francisco, May 18, 1934

May News Letter

PACIFIC FRUIT EXPRESS COMPANY

apples; however, production this year should compare favorably with 1953 which also suffered considerable damage from adverse weather. In Northwest District shipping will consist mostly of apples and miscellaneous items including potatoes from storage at Hood River. Cold weather occurred in the Milton-Walla Walla-Freewater area at the end of April, causing considerable damage to prunes and cherries, and at Hood River where apples and pears were affected. In the Eastern District planting of the new early potato crop is about completed in Colorado. The new Nebraska potato acreage, which is all planted, is just a little less than last year.

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For some time we have been gathering data concerning railroad operations in the early days, and particularly the early development of the Pacific Fruit Express Company. Eventually this information will be assembled in historical form. It is felt that many of our Old Timers can contribute factual data of great interest and I would like to have the benefit of their experiences and recollections of the early days, and especially if there is documentary data to augment those recollections. This information need not be drawn up in great literary style - simple narrative will suffice. Our Old Timers are gradually leaving the service and it is desirable that we have the benefit of such contributions as they are able to make.

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200 MORE MECHANICAL CARS ! !

Another 200 mechanically refrigerated superinsulated 50-foot cars will be constructed by P.F.E. at its Roseville shops at the rate of about 2 cars a day starting in January, 1955. This will give us a total of 337 mechanical cars - all 50-foot, heavily insulated. While the specific design of the cars and the units has not yet been determined, we anticipate some modifications and improvements, and will of course post you on these changes from time to time.

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Safety Poem by Carman Andrew J. Westfall, Colton, Calif.:

Nineteen fifty-three is past,
But it had its compensations;
A Safety Award is our reward
Which brings to us ovations.

Geese fly South, and geese fly North,
And as they go with wings aflop,
One went astray and came our way
And built a nest in our shop.

So a lovely goose is on the loose,
And has laid a dozen eggs;
She's worked hard with due regard
To save our necks and legs!

So let's be loyal and treat her royal
Through nineteen fifty-four;
Maybe she'll stay and maybe she'll lay
An even dozen more!

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Attached is a "Memorandum On United States Population" dealing with forecasted changes. Serving the agricultural sections of the country as we do, this bids well for the future growth of our Company and ourselves as individuals - provided we do our part to serve the food shipping industry as well or better than we have in the past. I know we will!!

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MEMORANDUM ON UNITED STATES POPULATION.

Census reports have been showing the great increase in U.S. population since World War II, which has gone almost completely beyond expectations of the forecasters. In fact, just for the recent $3\frac{1}{2}$ year period of July 1, 1950 to January 1, 1954, population has grown as much as it did during the entire decade of the 1930's. As Fortune Magazine points out, this is as though the American market had been enlarged by the size of a Texas and a Nebraska.

Also, a while back, President Eisenhower spoke of the need for "7000 more breakfasts, 7000 more dinners, 7000 more suppers each day than on the day before". This is dramatizing the current rate of population increase of 7000 people a day, but the underlying background shows further our great increases:

July 1, 1940 to July 1, 1950 - 19 million people or a 14.5% increase.
July 1, 1950 to July 1, 1953 - 7.7 million people or a 5.1% increase.
July 1, 1950 to July 1, 1960 - Forecast of 24 to 28 million increase or around 16 to 19%.

Thus, for 1960 we can expect from 175 to 179 million Americans, and by 1975 we will be over 200 million in number, based on "conservative forecasts".

Again, using States as a measuring stick in supporting population growth as perhaps the largest pertinent factor in our economy, the estimated increase for the decade of the 1950's is equivalent to adding to the market the states of New York, Nebraska and California.

To satisfy the needs of this greater number of people, business, industry and agriculture will have to expand. Of course, troubles may arise with readjustment difficulties, but many believe that the basic U.S. economy is still geared to almost indefinite expansion and that we are far from so-called maturity. We have yet to see all the developments that are possible in electronics and atomic energy and there are still great shifts in population - such as to the West Coast and to the Southern and Gulf Coast states.

Our growth in recent decades and reasonable future forecasts looks something like this:

July 1, 1920 -	106 million
" 1930 -	123 "
" 1940 -	132 "
" 1945 -	140 "
" 1950 -	151 "
Jan. 1, 1954 -	161 "
July 1, 1955 -	165 "
" 1960 -	175 "
" 1965 -	185 "
" 1970 -	195 "
" 1975 -	205 "

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Analysis of postwar regional development shows the following figures for the quantitative population increase: (Population in millions)

	<u>July 1, 1946</u>	<u>July 1, 1953</u>	<u>Increase</u>	<u>Percent</u>
Northeast	36.6	40.8	4.2	11.5
North Central	41.6	46.5	4.9	11.8
South	44.3	49.3	5.0	11.3
West	17.6	21.8	4.2	23.9
Total	<u>140.1</u>	<u>158.4</u>	<u>18.3</u>	<u>13.0</u>

	<u>July 1, 1953</u>	<u>Forecast 1960</u>	<u>Increase</u>	<u>Percent</u>
Northeast	40.8	43.8	3.0	7.3
North Central	46.5	48.9	2.4	5.3
South	49.3	56.0	6.7	13.7
West	21.8	26.3	4.5	20.4
Total	<u>158.4</u>	<u>175.0</u>	<u>16.6</u>	<u>10.5</u>

Although the West shows the most spectacular rate of change in the figures above, increases on the Eastern seaboard and in the South are larger in total numbers and reflect the importance of the markets in these areas. Thus, adding together the Northeastern and Southern change from 1953 to 1960, we arrive at a figure of 9.7 millions compared to the change of 4.5 millions for the Pacific Coast and Mountain States. This increase definitely shows what a future there is in supplying foodstuffs for the Eastern populace and that we can not expect any decline over the long range as to value of goods that will be required.

Further, with a total change in U.S. population of 20 million forecast for the period from 1960 to 1970, compared to the 24 to 28 million for 1950 to 1960, we will still be faced with the problems of serving this large increase regardless of the reduced rate of change.

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